

**CITY OF EL PASO, TEXAS**  
**AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM**

**DEPARTMENT:** EL PASO CONVENTION AND VISITORS BUREAU /CONVENTION AND PERFORMING ARTS CENTER

**AGENDA DATE:** March 15, 2005

**CONTACT PERSON/PHONE:** Bill Blazick, CVB, 534-0603

**DISTRICT(S) AFFECTED:** ALL

**SUBJECT:**

This is a periodic presentation and no approvals are being sought.

**BACKGROUND / DISCUSSION:**

Informational update

**PRIOR COUNCIL ACTION:**

Presentations of this kind have been made in the past.

**AMOUNT AND SOURCE OF FUNDING:**

N/A

**BOARD / COMMISSION ACTION:**

None

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**LEGAL:** (if required) \_\_\_\_\_ **FINANCE:** (if required) \_\_\_\_\_

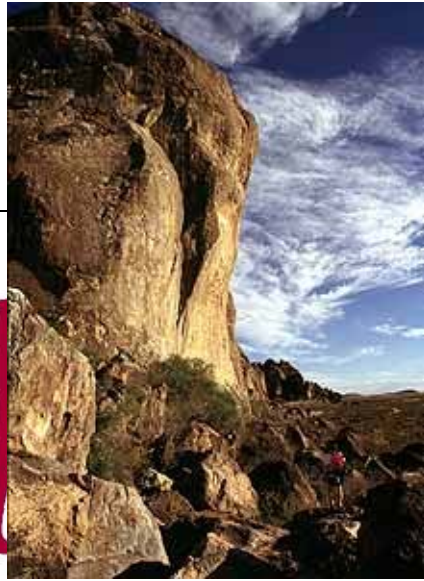
**DEPARTMENT HEAD:** \_\_\_\_\_

(Example: if RCA is initiated by Purchasing, client department should sign also)  
*Information copy to appropriate Deputy City Manager*

**APPROVED FOR AGENDA:**

**CITY MANAGER:** \_\_\_\_\_

**DATE:** \_\_\_\_\_



**EL Paso**  
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## **El Paso Convention & Visitors Bureau**



EL PASO CONVENTION &  
PERFORMING ARTS CENTER

## **El Paso Convention & Performing Arts Center**



## **El Paso Film Commission**

# DISCOVER EL PASO



**Convention &  
Visitors Bureau**

# Lodging Industry Milestones

- El Paso tops in Texas hotel occupancy
- Third Quarter '04 highest room receipts ever
- 2004 Hotel Receipts up 14.7%  
(\$109,975,423)
- 2004 Taxable Receipts up 9.8%  
(\$87,186,136)

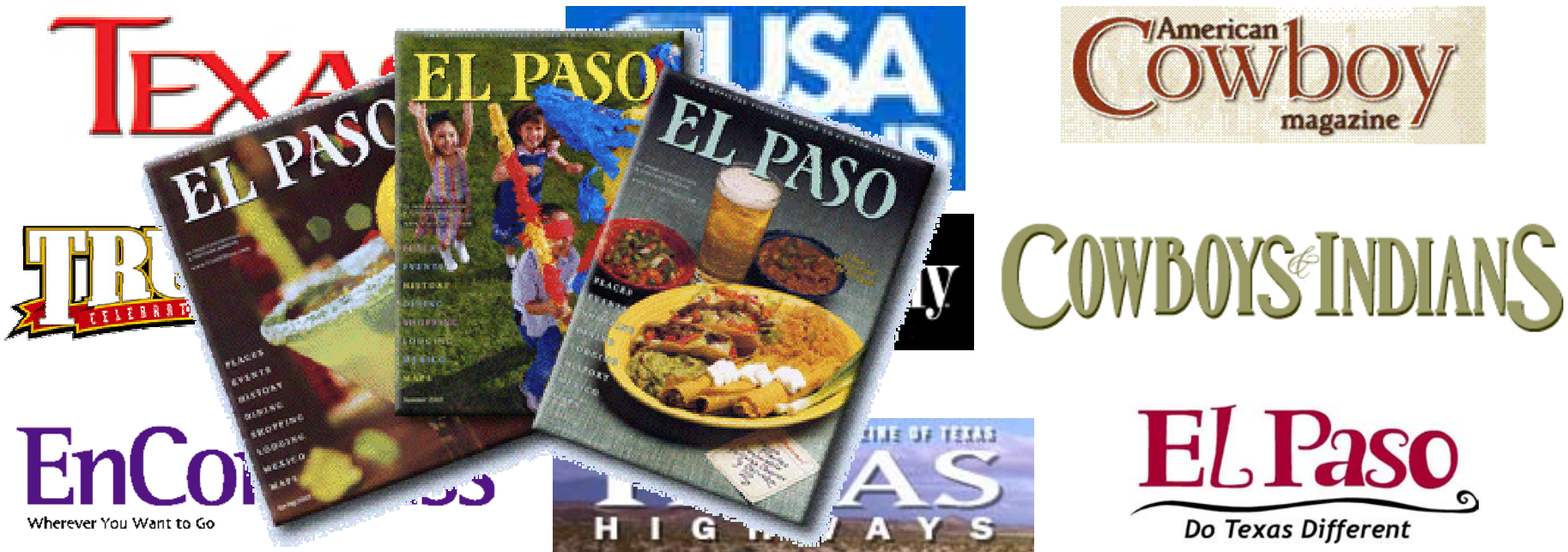


# Increased Advertising



# Increased Advertising

- 28 monthly or periodic publications
- 25,000,000 positive impressions
- 375 weekly responses with requests for fulfillment



# Communications

- Public Relations Society of America's "Adopt A Publication" Program
- El Paso's PIO Communications Team
- Media Partnerships
- Media Fulfillment



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# Convention & Tourism Development

- Spirit of Amigo
- Convention Development Partnerships with Texas
- Mexico Initiatives
- Cultural and Heritage Tourism
- Focus Studies & Intercepts

# **El Paso CVB Partnerships**

- Paso Del Norte Group
- REDCO
- El Paso Historical Commission
- El Paso Community Foundation
- University of Texas at El Paso
- El Paso Community College
- Vitalis Sun Bowl Programming
- Greater El Paso Chamber of Commerce
- El Paso Hispanic Chamber of Commerce
- Texas Department of Tourism
- Team Fort Bliss
- Media Partners





**Convention &  
Performing Arts Center**

# Facility Revenues

- On Record Pace
- Busiest February in Facility History
- Broadway Thriving in El Paso

DAVID COPPERFIELD  
AN INTIMATE EVENING OF  
GRAND ILLUSION

HAL HOLBROOK  
in MARK TWAIN TONIGHT!

THE BEST LITTLE  
WHOREHOUSE  
IN TEXAS

ROB BECKER'S  
DEFENDING THE  
CAVEMAN

Fiddler  
on the  
Roof

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# Major Projects

- **State-of-the-art Security & Surveillance System**
- **Marquee**
- **Plaza Theatre**



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# Film Commission

- Streamlined Permitting Process
- Film Commission travels “Glory Road” in route to Record Economic Impact



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EL PASO

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# EL Paso

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OVER  
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